

I. Key Messages

The following key messages can be used to support the Motorcycle Safety Communication Campaign:

For motorcycle operators:

- Stay out of blind spots! Make sure other drivers see you.
- Be alert at intersections. Make eye contact with other drivers/riders before making your move.
- Protect yourself with the right gear and an approved motorcycle helmet.
- When it comes to other drivers, your speed can be easily misjudged.
- Ride defensively and make every effort to enhance your visibility.
- Be aware of what is going on behind you to avoid deadly rear end collisions.
- Showing off and speeding do not pay off.
- Sharing the road is one of the keys to having other road users respect you as a motorcyclist.

For drivers of other vehicles:

- Share the road – look twice for motorcyclists at intersections or when changing lanes.
- Never underestimate the speed of a motorcycle. Their size makes their speed deceptive.

II. Fact Sheet

Drivers play a large role in motorcycle safety. On a motorcycle, a rider is vulnerable. Be aware of motorcyclists on the road and give them the space they need.

Motorcycle riders need to concentrate on the road and make sure other drivers see them.

Facts to Know

- Between 2005 and 2009, 3,918 motorcycles were involved in casualty collisions. These collisions resulted in 164 deaths and 4,043 injuries.
- Motorcycles are less stable and less visible than cars and often have high performance capabilities. When motorcycles crash, their riders lack the protection of an enclosed vehicle, so they are more likely to get injured or killed.
- Nearly two thirds of the collisions involving a motorcycle resulted in death or injury. This compares to approximately one in ten for all collisions.
- In Alberta, wearing a helmet is the law when you are on a motorcycle. Head injury is a leading cause of death in motorcycle crashes. A rider without a helmet is 40 per cent more likely to incur a fatal injury in a crash than a helmeted rider.
- Replace a helmet that has been damaged, and avoid buying a used one. A used helmet may have been involved in a crash and could be damaged in ways that are not obvious.
- Motorcycles demand a high degree of skill - proper training and preparation are essential to having a safe trip.

III. Frequently Asked Questions (FAQ)

When do collisions involving motorcycles occur?

Between 2005 and 2009, motorcycle crashes were more likely to occur during the summer months, in particular the month of July. Almost half occurred on weekends. One third of the collisions involving a motorcycle occurred in the afternoon rush hour period (3 p.m. - 6:59 p.m.).

Who are the motorcyclists involved in these crashes?

The younger the motorcyclist, the higher the collision rate. In particular, motorcycle operators under the age of 25 were most likely to be involved in collisions. The vast majority of motorcyclists involved in collisions were males.

What are the common mistakes that motorcyclists make?

Between 2005 and 2009, almost half (44%) of the motorcyclists involved in casualty collisions committed an improper action. More than half of these errors were running off the road or following too closely.

Almost one quarter of motorcyclists involved in casualty collisions were indicated by the police as having been travelling at a speed too great for the given conditions. In fatal collisions, almost two-thirds of motorcyclists were travelling at unsafe speeds.

What are the common mistakes of the other drivers?

The most common errors that were committed by other drivers were making a left turn across the path of the oncoming motorcycle, making an improper lane change or following too closely.

Where do motorcycle collisions occur?

The majority of motorcycle collisions occur in urban areas on dry roads.

Where can I find more information about motorcycle safety in Alberta?

Additional information and resources can be found on the Saferoads web site at:

<http://www.saferoads.com/vehicles/motorcycle.html>.